

Media Kit

2020



GPI THM



GlobalPokerIndex.com
TheHendonMob.com



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Who Are We?

The Hendon Mob and Global Poker Index is the leading network worldwide for poker data, statistics and rankings. The scope and breadth of our results coverage and event listings is unparalleled, which makes us to go to poker information resource for players, media and industry. 2019 was a **record year** which saw us break through **3.5m users** as well as achieving over **33.5m million pageviews**.

The Hendon Mob and Global Poker Index visitors are highly likely to be playing regular live poker (80%) and many of our users (30%) plan to travel to play poker outside of their hometown within the next three months. We are ready to connect to your events and series to our ever-growing network of poker fans.

2019 Key Stats



Site Visits

4.1 M+



Average Time on Site

2:47 Min



Page Views

35 M+



Mobile

61%



Desktop

35%



of Pages per Visit

4.08



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Banners

Banners TheHendonMob.com

- 250x120 pixels - Desktop Only
- 728x90 pixels - Desktop Only
- 360x90 pixels - Mobile Only

Banners GlobalPokerIndex.com

- 250x120 pixels - Desktop Only
- 360x90 pixels - Mobile & Desktop

Banner Stats 2019

Average Monthly Impressions Worldwide Campaign:

2.4 Million

Average Banner Impressions per Page View: **6.6**



Content & SoMe

Sponsored Content

- Promo articles
- Keyword Backlink Articles
- Online Tournament Schedules
- Live Stream Video Player on THM Homepage

Social Media Content

- Promo articles
- Upcoming Tournament Series (Live & Online)
- Ambassador in the Spotlight Posts - Incl Stats Graphics



Social Media Key Stats

- Twitter: @TheHendonMob **9,899** Followers
- Twitter: @GPI **16,888** Followers
- Instagram @GPITHM **955** Followers
- Facebook: The Hendon Mob **25,132** Page Likes
- Facebook: Global Poker Index **100,649** Page Likes



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